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ABSTRACT

This guide contains guidelines for evaluating a career in business, for selecting a college. The guide profiles undergraduate programs at approximately 1,400 institutions of higher education. The directory is divided into five main sections. The first section offers guidelines for evaluating a career in business. It includes a brief essay by a business professional and an overview of the field including employment opportunities, trends, and descriptions of sample entry- to mid-level jobs. The second section focuses on how to select a college, with suggestions for exploring and evaluating college programs in business. It includes information on financial aid, the admission process for international students, and internships. The third section contains brief profiles of U.S. undergraduate institutions offering business programs. This section is organized alphabetically by school and includes institutional name, geographic location, general description of the college, majors offered, and admissions contact. The fourth section is an alphabetical listing of the institutions profiled. Finally, a computer disk provides more in-depth profiles of the schools and their business programs. Additional information for each school is provided on the disk such as undergraduate and international student enrollment, expenses, financial aid availability, number of full-time and part-time faculty in the business program, and average in-the-field work experience of faculty. Users can search for programs on the disk by type of institution, geographic location, majors, and entrance difficulty. (DB)

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